

PERMANENT REFERENCE

CONSUMER PERCEPTION AND BRAND  
BEHAVIOUR OF CONFECTIONARY PRODUCTS IN  
AMPARA DISTRICT

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## Abstract

In the marketing environment consumers are the key factors. So the consumer perception and brand behaviour regarding confectionary products of the consumer were studied first and the factors determined the buyers behaviour towards purchasing were found out. Then a research study was started on "consumer perception and brand behaviour with special reference to confectionary products in the Ampara district.

The sample size chosen based on percentage of population. 200 questionnaires issued to the consumers and 50 questionnaires to the retailers. The distribution of questionnaires was based on the proportion of population of the 12 Divisional Secretariat Divisions.

Data analysis is the most sensitive part of any research work. Even though various modes of analysis can be performed univariate analysis has been adopted using the computer package Statistical Package for Social Science (SPSS 10.0 version).

Out of the 200 respondents 192 prefer chocolate, 200 prefer biscuits and 180 prefer toffee.

According to this, most of the respondents preferred brands of Kandos and Edna chocolate. Most of the respondents preferred brands of Munchee and Maliban biscuit. Most of the respondents preferred brands of Delta and Star toffee.

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